



2009 National EFNEP Coordinators' Meeting

March 9-12, 2009

University of California, Washington Center

1608 Rhode Island Avenue, NW

Washington, DC 20036

Monday, March 9

- 4:00 pm **Registration**
- 5:00 pm **40th Anniversary Recognition Event:** Helen Chipman, *National Program Leader, USDA-CSREES (moderator)*; Ralph Otto, *Associate Administrator, USDA-CSREES (speaker)*; Evelyn Crayton, *Director, Family and Consumer Science, Auburn University (speaker)*; Lawrence Carter, *Director, Special Outreach Activities, Cooperative Extension Program, Florida A&M University (speaker)*
- 6:15 pm **Opening Reception - EFNEP Recipes Served**

Tuesday, March 10

- 7:30 am **Registration**
- 8:00 am **Continental Breakfast**
- 8:30 am **Welcome and Opening Remarks:** Dan Kugler, *Deputy Administrator, Families, 4-H, and Nutrition, USDA-CSREES (speaker)*; Helen Chipman, *National Program Leader, USDA-CSREES (speaker)*
- 8:45 am **Ice Breaker - The Lokahi Wheel (Health is a Whole of Parts):** Naomi Kanehiro, *State Director, Lifeskills in Food Education-Integrated & Intergenerational (EFNEP & SNAP-Ed), University of Hawaii at Manoa (facilitator)*
- 9:00 am **EFNEP Relevance**
- Creating a Public Value Position for EFNEP: Telling Our Story After 40 Years of Success: Nancy K. Franz, *Professor, Extension Specialist Program Development, Virginia Tech (presenter)*; Mary Wilson, *Extension Nutrition Specialist, University of Nevada, Reno (facilitator)*
- 10:30 am **Physical Activity Break - "Move More" Activity:** Gail Hanula, *EFNEP Coordinator, University of Georgia (facilitator)*; Phyllis Cain, *Program Assistant, University of Georgia (facilitator)*



10:45 am **EFNEP Relevance (continued)**

EFNEP & SNAP-Ed: Challenges and Opportunities in Working Together

Karen Barale, *State EFNEP Leader and Extension Educator, Washington State University (facilitator)*; Debbie Luppold, *Extension Professor/Specialist, University of New Hampshire (panelist)*; Mary Kay Wardlaw, *Director, Cent\$ible Nutrition, University of Wyoming (panelist)*; Jeff Olson, *Extension Specialist, West Virginia University (panelist)*

12:00 pm **Lunch**

1:00 pm **EFNEP and Research: A Win-Win Partnership - Creating Healthy Home Food**

Environments: Karen W. Cullen, *Associate Professor of Pediatrics-Nutrition, Children's Nutrition Research Center, Baylor College of Medicine (presenter)*; Amanda Scott, *EFNEP Coordinator, Texas A&M University (presenter)*

1:50 pm **EFNEP Research Panel**

Formative Research

- Evaluating EFNEP through Focus Group Interviews with EFNEP Professionals: Joyce McDowell, *Associate Professor, Department of Human Nutrition and Leader, Community Nutrition Program/EFNEP & SNAP-Ed, The Ohio State University (panelist)*
- Help in Overweight/Obesity Prevention Efforts (HOPE) Study: Siew Sun Wong, *Assistant Professor, Nutrition Specialist & Utah EFNEP State Director, Utah State University (panelist)*

Intervention:

- Youth Calcium and Bone Health: Siew Sun Wong, *Assistant Professor, Nutrition Specialist & Utah EFNEP State Director, Utah State University (panelist)*

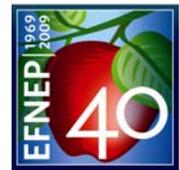
Evaluation:

- Cost Benefit Analysis of EFNEP and SNAP-Ed in Michigan: Karen Martin, *Program Leader, SNAP-Ed/EFNEP, Michigan State University (panelist)*
- NC1169: EFNEP Related Research, Program Evaluation and Outreach: AES Multi-State Project: Sandy Proctor, *EFNEP Coordinator/Extension Specialist, Kansas State University (speaker)*; Mary Wilson, *Extension Nutrition Specialist, University of Nevada, Reno (speaker)*; Susan Baker, *Assistant Professor/EFNEP Coordinator, Colorado State University*

2:50 pm **Break**

3:00 pm **How Do I Use/Involve Research in EFNEP in My State?** Karen W. Cullen, *Associate Professor of Pediatrics-Nutrition, Children's Nutrition Research Center, Baylor College of Medicine (discussant)*

3:45 pm **EFNEP Research Committee:** Barbara Sutherland, *Program Director, EFNEP, University of California-Davis (speaker)*



3:55 pm **Physical Activity Break: A Moving More Moment** - Julie Haines, *Nutrition Education & Training Specialist, Pennsylvania State University (facilitator)*

4:00 pm **Nutrition Education at the Crossroads: A Congressional Fellow and Research, Education, and Extension Office (REEO) Office Perspective:** Mary McPhail Gray, *Division Chief Food Safety, Nutrition and Health, USDA-REEO*

4:30 pm **Federal Highlights:** Helen Chipman, *National Program Leader, USDA-CSREES*

5:00 pm **Adjourn**

5:15 pm **National EFNEP Staff Available for Q&A:** Helen Chipman, *National Program Leader, USDA-CSREES*; Stephanie Blake, *Program Specialist, USDA-CSREES*; Sylvia Montgomery, *Program Specialist, USDA-CSREES*

Evening **Regional Dinners (off-site)**

Wednesday, March 11

8:00 am **Continental Breakfast**

8:30 am **Ice Breaker** –Patrick Tschida, *Program Leader-Health and Nutrition, University of Minnesota (facilitator)*

8:45 am **EFNEP Messages – Working with Potential Participants and Community Partners:** Janet Allen, *Director, USDA-CSREES Communications Office (presenter)*

Developing Our Messages - Interactive session on developing messages: Wanda Lincoln, *State Program Coordinator Eat Well Nutrition Education Program, University of Maine (facilitator)*

Delivering Our Messages - Interactive session on strategies for recruiting participants and engaging community partners: Marion Halim, *Regional Coordinator, Lincoln University (facilitator)*

10:00 am **Physical Activity Break:** Robin Orr, *Director of Programming/EFNEP/FNP, University of Illinois (facilitator)*

10:15 am **EFNEP Messages (continued)**

11:30 am **Research on Reaching Our Target Audiences - Participants and Partners:** Susan Baker, *Asst. Professor/EFNEP Coordinator, Colorado State University (speaker)*; Debbie Luppold, *Extension Professor/Specialist, Food and Nutrition, University of New Hampshire (speaker)*

11:55 am **Informal State/Territory Sharing**



- 12:15 pm **Lunch**
- 1:15 pm **How-to's of Developing Materials to Tell the EFNEP Story:** Hands-on session on developing effective materials: Janet Allen, *Director, USDA-CSREES Communications Office (presenter)*; Julie Haines, *Nutrition Education & Training Specialist, Pennsylvania State University (facilitator)*
- 3:00 pm **Physical Activity Break:** Easter Tucker, *Associate Professor – Nutrition, University of Arkansas (facilitator)*
- 3:15 pm **Core Nutrition Messages:** Judy Wilson, *Senior Nutrition Advisor, USDA-FNS*
- 3:30 pm **Federal Wrap-up:** Helen Chipman, *National Program Leader, USDA-CSREES (presenter)*
- 4:45 pm **Program Spotlight - Mobile Van Program:** Linda Gossett, *State EFNEP Coordinator, University of Idaho (presenter)*
- 4:55 pm **Celebrating the Number of Years We Have in EFNEP:** Wanda Lincoln, *State Program Coordinator Eat Well Nutrition Education Program, University of Maine (presenter)*
- 5:00 pm **Adjourn**
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- 5:15 pm **National EFNEP Staff Available for Q&A:** Helen Chipman, *National Program Leader, USDA-CSREES*; Stephanie Blake, *Program Specialist, USDA-CSREES*; Sylvia Montgomery, *Program Specialist, USDA-CSREES*
- Evening **Regional Networking (informal)**
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Thursday, March 12 – Led by NASULGC & EFNEP Regional Representatives

- 8:00 am **Continental Breakfast**
- 8:30 am **Educational Advocacy Works – It's up to Me:** Linda Kay Benning, *Associate Director, National Association of State Universities and Land-Grant Colleges (moderator)*
- Nutrition Policy Update: Farm Bill Success and Goals for the 111th Congress: Lorelei DiSogra, *Vice President, Nutrition and Health, United Fresh Produce Association (presenter)*
- Effective Informational Advocacy with Stakeholders: Making a Difference with the Facts: Jeanne Markell, *Ralph L. Tabor Extension Fellow, National Association of Counties (on assignment from the University of Minnesota) (presenter)*
- 10:15 am **Break**



10:30 am **Taking It to the States: Reaching Stakeholders, Highlighting Impact and Recognizing EFNEP's 40th Anniversary in the States and Territories:**
Carolyn Nobles, *Program Leader-Family and Consumer Science, Prairie View A&M University (moderator)*

State and Community Perspective: Joyce McDowell, *Associate Professor, Department of Human Nutrition and Leader, Community Nutrition Program/EFNEP & SNAP-Ed, The Ohio State University (speaker)*; Maria Carmen Lambea, *Project Director, EFNEP, The Ohio State University (speaker)*; Joan Doyle Paddock, *Senior Extension Associate/EFNEP Coordinator, Cornell University (speaker)*

Challenge to State Coordinators – Roundtable discussions on promoting the 40th Anniversary at the community, state and federal levels.

Resources and Next Steps: Lorelei Jones, *EFNEP Coordinator, North Carolina State University (speaker)*

12:00 pm **Adjourn**

Afternoon **Visits to Capitol Hill, Federal Agencies and Other Partner Organizations**



Our Appreciation

We would like to express our appreciation to the Celebration and Conference Planning Committee members and to the National Association of State Universities and Land-Grant Colleges (NASULGC) for all of the time and energy they committed to making this conference a success!

Thank you, Celebration Committee:

Kari Bachman, New Mexico State University
Evelyn F. Crayton, Auburn University
Brent Elrod, USDA-CSREES (Chair)
Debbie Luppold, University of New Hampshire
Peggy Martin, Iowa State University
Sylvia Montgomery, USDA-CSREES
Carolyn J. Nobles, Prairie View A&M University
Barbara Sutherland, University of California - Davis
Mary Kay Wardlaw, University of Wyoming

Thank you, Conference Planning Committee:

Susan Baker, Colorado State University
Stephanie M. Blake, USDA, CSREES (Chair)
Janie L. Burney, The University of Tennessee
Linda Drake, University of Connecticut
Marion R. Halim, Lincoln University
Kimberly Klinger-McNabb, University of Florida
Mary McFerren, Virginia Tech
Easter H. Tucker, University of Arkansas

Thank you, NASULGC:

Linda Kay Benning, Associate Director, NASULGC
Sandra Garner, Staff Associate, NASULGC



Presenter Biographies

Janet Allen serves as the Communications Director for the USDA's Cooperative State Research, Education, and Extension Service – the Federal partner for the Land-Grant System. Hailing the University of Maryland as her alma mater and bringing over a decade of experience providing communications expertise to USDA's programs, Janet leads a talented team involved in a broad spectrum of communications work including electronic information dissemination, print and electronic news media coordination, publishing, list management, strategic planning and other activities.

Janet's prime focus is to ensure that the wealth of information available through our partnering institutions, funded by CSREES, gets to those who need it – and to showcase what our work does for America. She is dedicated to sharing with others how their government, higher education, and other public entities benefit them personally, and she enjoys working with grassroots partners to spread that message.

Janet is a member of the Agricultural Communicators for Excellence (ACE) professional association. She lives in Dunkirk, Maryland with her husband, son, and one little yappy companion.

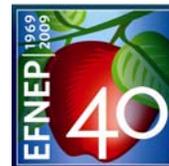
Karen Weber Cullen, Dr.PH., R.D., is an associate professor of pediatrics at the Children's Nutrition Research Center, Baylor College of Medicine. Her primary research interest area is the prevention of obesity and diet-related chronic diseases. Current projects include the exploration of strategies to increase school breakfast consumption in middle schools, the development and evaluation of a website on healthy eating and physical activity for high school students, the evaluation of a school-based prevention intervention for youth at risk of Type 2 diabetes in middle schools that is a national trial, and dissemination of a video intervention on improving the family home food environment and food parenting tips for Cooperative Extension EFNEP classes. Dr. Cullen has an MS in nutrition from Case Western Reserve University, and a DrPH in health promotion and health education from The University of Texas School of Public Health.

Lorelei DiSogra, Ed.D., R.D., is Vice President, Nutrition and Health, at United Fresh Produce Association headquartered in Washington, D.C. Dr. DiSogra, one of the founders of the National 5 A Day Program, is an advocate for eating a diet rich in fruits and vegetables to promote good health and prevent disease. In her present position she is responsible for nutrition policy initiatives focused on reshaping government policy and driving environmental change to increase children's fruit and vegetable consumption consistent with the Dietary Guidelines. Dr. DiSogra played a leadership role in:

- Securing \$1.2 billion for national expansion of the Fresh Fruit and Vegetable Snack Program in the 2008 Farm Bill
- Ensuring that the new WIC food packages include fresh fruits and vegetables.

Currently, she is engaged in the 2009 Child Nutrition Reauthorization with the goal of increasing fresh fruits and vegetables in school meals.

From 2001-2005, Dr. DiSogra served as Director of the National 5 A Day Program at the National Cancer Institute. Prior to joining the NCI, she was Vice President of Nutrition and Health at Dole Food Company.



Nancy Franz has been involved with Cooperative Extension System for almost three decades at the University of Wisconsin, Cornell University, the University of New Hampshire, and Virginia Tech. She has served as an agent, county department head, specialist, program liaison, graduate student, and administrator. She currently serves as a Professor/Extension Specialist in Program Development with Virginia Cooperative Extension at Virginia Polytechnic Institute and State University in the Department of Agricultural and Extension Education. Nationally she is chair of the American Evaluation Association Extension Education Evaluation topical interest group and chair of the Measuring Excellence in Extension Implementation Team.

Jeanne Markell is the current National Association of Counties Ralph L. Tabor Extension Fellow. In that role, Jeanne works with county services and legislative staff at NACo as well as CSREES and NASULG staff in Washington DC, to enhance the partnership between county government and the land grant system. Markell earned her undergraduate and graduate degrees from the University of Minnesota where she served in increasingly responsible roles since 1969. She has worked as a county Extension agent, chief of staff to U of M president and vice presidents, and several positions in Minnesota's Extension administration. Since 2001, Markell served as Minnesota's Associate Dean & Director in Extension, overseeing external and field operations. Jeanne will be the Tabor Fellow through June, 2009.

Mary McPhail Gray, Ph.D. serves as Division Chief, Food Safety, Nutrition and Health, in USDA's Research, Education and Extension Office (REEO), a new office established by the 2008 farm bill to coordinate science activities of the USDA. She is on detail to REEO from her position as Deputy Administrator for the Department of Agriculture, Cooperative State Research, Education, and Extension Service, Families, 4-H, and Nutrition Unit. At CSREES she provided leadership for the Research, Higher Education and Extension missions for the Agency in the areas of Nutrition, Family and Consumer Sciences and Youth Development.

Before joining USDA Dr. Gray served as the Associate Director for Cooperative Extension at Colorado State University. She served from 1994-97 at Kansas State University as the Assistant Extension Director for Family and Consumer Sciences, and Associate Dean of the College of Human Ecology. She was the State Extension Leader for 4-H and Family and Consumer Sciences at West Virginia University from 1990-94, after having worked as a State Specialist in Human Development and Family Science and an Assistant/Associate Professor of Family and Child Studies at the University of Missouri-Columbia from 1980-90.

Dr. Gray began her Extension career in 1963 as a home economics county agent in Oswego, N.Y., until she joined the Peace Corps, where from 1965-66 she was a volunteer in Jimma, Ethiopia. There she taught home economics at the local high school, and business and English at Haile Selassie University Extension. Dr. Gray earned a B.S. in Home Economics/Textiles and Clothing Design from Iowa State University and a M.A. in Child Development/Family Life and a Ph.D. in Family Ecology and Special Education from Michigan State University. She is the author numerous papers and policy briefs and co-author of a text published by Prentice-Hall entitled "Knowing and Serving Diverse Families" now in its third edition. In 2008, she was a Brookings Institution Congressional Fellow in the office of Senator Edward Kennedy working on issues related to poverty.



Judy Wilson joined FNS in January of 1999 as Director of Nutrition Services Staff and in that capacity provided national leadership for coordinating nutrition education and services across the FNS programs, technical assistance and support for nutrition policy. In July 2008, she became the agency's Senior Nutrition Advisor responsible for a broad range of activities including nutrition leadership, serving as the agency's representative on internal and external issues, advising policy officials, etc. During her 35 year career as a public health nutritionist, Judy has worked at the Federal, State, and local levels with programs such as WIC, CSFP, Summer Nutrition Program, Health People, MCH, nutrition surveillance, demonstration grants and special initiatives. She has also served on a number of professional and community committees/boards including Co-Chairing the Institute of Medicine's Sub-Committee for the Nutrition and Pregnancy Implementation Guide, National WIC Association's Board of Directors, and as an officer for APHA, ADA and others organizations. She is the recipient of numerous awards including three USDA Secretary Awards, DHHS Secretary Award, APHA Nutrition Award, NWA, MARCH Of DIMES and others.